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# Inside Information

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## ESCOPE COMMUNICATIONS WORKSHOP SCHEDULED

State and federal research administrators and communicators will gather with legislators and aides in an upcoming communications workshop conducted by the Experiment Station Committee on Organization and Policy (ESCOPE).

The workshop will be held in Atlanta, Ga., Dec. 11-12, according to Glen W. Goss, co-chairman.

Goal of the upcoming workshop is to develop strategies to improve understanding and awareness of research and its application to public decision makers. Extension Service directors and communicators again will be invited to take part in the workshop, as they were in a previous session.

The Atlanta session will be a follow-up of the St. Louis workshop held in September 1982. That session brought together 114 communicators and research and extension administrators from 39 states, Puerto Rico and USDA in Washington, D.C.

Outstanding speakers and panel members will address the changing economic and political situation in which researchers and communicators operate. Other topics will include the challenges of the changing communications technology, working more effectively with legislators and their aides, and the process and strategies for implementing changes needed in the land grant institutions and USDA.

The intended audience includes the directors of state agricultural experiment stations, 1890 university research directors, communication directors and selected staff members, USDA research communicators, college deans of agriculture, directors of state cooperative extension services, and other land grant university staff members interested in improving state-federal liaison efforts.

Goss says pre-registration information will be sent out this month. For further information, contact one of the co-chairmen: Harvey J. Schweitzer, Assistant Director, Illinois Agricultural Experiment Station, University of Illinois, or Glen W. Goss, Director, Agricultural Communications, Pennsylvania State University.

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## TWO UNIVERSITY AG INFORMATION HEADS NAMED

New land grant university agricultural communications heads have been named in Alabama and South Carolina.

W.L. Strain has been named to succeed John Parrott as head of the Alabama Cooperative Extension Service information services at Auburn University.

Strain, who has been assistant head since 1976, has two degrees from Tuskegee Institute and an M.S. degree in agricultural journalism from the University of Wisconsin.

Leo Chesseman has been named to the new agricultural communications unit at Clemson University. The new department was established within the university relations department.

Chesseman spent 18 years as the public relations representative for the American Forest Institute. Most recently he was manager of communications for Executive Presentation Systems Corporation.

## THREE CORNELL UNIVERSITY WRITERS HONORED

Three writers in the news and feature service at Cornell University were honored recently for exceptional achievement in newswriting by the Council for the Advancement and Support of Education (CASE).

Yong H. Kim, Susan S. Lang and Jeanne Mackin were cited for excellence in newswriting and for the use of their stories by the national news media, including major newspapers and broadcast outlets, wire services and magazines.

Cornell's news and feature service is one of only seven university news operations in the U.S. and Canada to receive the 1984 exceptional achievement award, one of the highest CASE awards.

It's the third year in a row that the New York land grant university's news and feature service has been cited by CASE, a professional organization with more than 2,000 member colleges and universities.

## USDA SLIDES, PHOTOS A READY SOURCE

The USDA library of photographs and slides is a ready source of visuals for USDA agencies and for those outside the department.

During one recent week, the Photography Division of USDA's Office of Information supplied nearly 400 slides and many black-and-white photographs to various requesters, according to Byron Schumaker, chief of the division.

About 220 color slides were provided to Samy El-Shabrawy of Egypt for a presentation on American agriculture and research, to be shown to students and faculty of the University of Cairo.

Another group of nearly 100 slides depicting farming practices and USDA programs were provided for an illustrative book on "Agriculture in Transition," being funded by Dow Chemical USA.

Several slides depicting farm equipment and dairy cattle were provided to Chrystal Direct Marketing Group, Inc., of Arlington Heights, Ill., for use in an upcoming advertisement.

Maurer, Fleischer, Anderson and Company of Washington, D.C., got 55 slides for a presentation which will depict agriculture of the southeastern states.

The USDA Photography Division also has numerous slide-tape presentations available on farming, conservation, food and related topics.

## PHOTOS NEEDED FOR USDA YEARBOOK

Photographs, especially black-and-white, are sought for the 1984 Yearbook of Agriculture on livestock and pet health.

The photos should stress health and good management, says Jack Hayes, Yearbook editor.

The book will cover beef and dairy cattle, swine, sheep, goats, poultry and other birds, horses, dogs, cats, rabbits and other small animals, and fish.

Send the photos to Marie Sebrechts, Yearbook photo coordinator, Information Division, Animal & Plant Health Inspection Service, Room 1134-S, U.S. Department of Agriculture, Washington, DC 20250.

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## FLYING SHORT COURSE FOR PHOTOGRAPHERS SET

Two internationally acclaimed photographers will be among seven featured speakers at the 1984 Flying Short Course for photographers.

The course is scheduled for Sept. 27 in Hartford, Conn.; Sept. 30 in Washington, D.C.; Oct. 2 in Indianapolis, Ind.; Oct. 4 in Omaha, Nebr.; and Oct. 6 in Reno, Nev.

The theme of this year's course is "Our World is Shrinking."

Rudi Frey, who won the Robert Capa gold medal for his coverage of Lech Walesa and the Solidarity movement under martial law in Poland, will speak on the problems and rewards of an international magazine photojournalist.

The Third World's point of view on photojournalism will be discussed by Robert Azzi, who has been published in NATIONAL GEOGRAPHIC, LIFE and many other magazines.

Other topics to be addressed are the conflicting requirements of today's photojournalists, coordinating writers, photographers and copy editors to design the best possible page and motivation and self-fulfillment.

The annual Flying Short Course is sponsored by the National Press Photographers Association, Inc.

For further information, contact Marie Sebrechts, Information Division, Animal & Plant Health Inspection Service, Room 1134-S, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 382-0012.

Another contact is Jack Corn, 118 Garrett Drive, Goodlettsville, TN 37072, or call (615) 859-5376.

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## OMB DATA CALL FOR FY 1986 REVIEW UNDERWAY

USDA'S Office of Financial Management has asked the Publishing Division of USDA's Office of Information to prepare information on USDA's publications control system and on duplicating plant closures for the FY 1986 management review by the U.S. Office of Management & Budget.

Nelson Fitton, chief of the Publishing Division in USDA's Office of Information, says the information requested includes: (1) initiatives under way to improve management, (2) costs, (3) savings and (4) a timetable for each of the initiatives through 1988.

OMB has asked each Federal department and independent agency to provide data on a broad spectrum of activities to help them prepare for the 1986 management review process.

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## USDA INFORMATION OFFICER DIES

David W. Goodman, a public affairs specialist with USDA's Animal & Plant Health Inspection Service in Washington, D.C., died after suffering an apparent heart attack while on assignment at the federal Mediterranean fruit fly eradication task force headquarters in Miami, Fla.

Goodman joined USDA in 1958 as a public information specialist with the Agricultural Research Service. He had been with APHIS since its organization in 1970, and had assisted with the information efforts in support of the recent avian influenza eradication programs in Pennsylvania and Virginia.

A native of New York, Goodman grew up in California. He earned a B.S. degree in agriculture from California Polytechnic University, San Luis Obispo. He is survived by his wife, Eileen, a daughter and son, two grandchildren, his parents and two sisters.

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EXTENSION INFORMATION REVIEW UNDERWAY

A team of state-federal information officers will conduct a 3-day review of the USDA Extension Service's information and communications program beginning July 9.

The review was requested by Ovid Bay, ES' director of information and communications, and approved by the ES Administrator, in response to a proposal by ECOP (Extension Committee on Organization & Policy).

The team is headed by Eldon Fredericks, head of communications at Purdue University in Indiana.

Other communicator members of the review team from the states are Art Higbee, Utah State University; JoAnn Pierce, University of Florida; and Larry Whiting, University of Maryland.

William Shimmel, director of the Vermont Extension Service, also is a member of the team. And, USDA's Office of Information is represented on the review team by Stan Prochaska, chief of the Special Programs Division.

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GRADUATE FELLOWSHIPS KITS AVAILABLE

Application kits for the national needs graduate fellowships program in the food and agricultural sciences have been mailed to about 1,600 institutions across the nation.

The program is designed to serve as a national investment strategy to attract highly outstanding students to the study of food and agricultural sciences.

All institutions offering a master's or doctoral degree in one or more of the targeted fields are eligible to take part.

Additional information may be obtained from Kyle Jane Coulter, Director of Higher Education Programs, Agricultural Research Service, Room 321-A, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-7854.

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to either Stan Prochaska or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or to AGR002 mailbox on the Dialcom system, or call (202) 447-7454.